



SEASON OF 1886-7



MURRAY HALL



Pablo Beach, Florida.



C. H. FRENCH,
MANAGER.

J. G. CHRISTOPHER,
PROPRIETOR.

CHAS. W. DACOSTA, PRINTER, JACKSONVILLE, FLA.



MURRAY HALL

1st of the 1st of May 1887



"opens this day"

True THIS ELEGANT HOTEL will be opened ~~early~~ in Decem-
~~ber~~ for the Winter business. The location is unsur-
passed, the Hotel being situated on a bluff about sev-
enty-five feet from the water's edge, and overlooking

THE FINEST BEACH IN AMERICA

extending, as it does, from Mayport, at the mouth of the St. John's River, to St. Augustine, a distance of nearly 40 miles.

Conch The House is fitted with all modern improvements, and is furnished elegantly throughout. It contains ROOMS FOR THREE HUNDRED GUESTS, and has nearly a half-mile of fine high piazzas, fifteen feet in width. There are fifty-eight Open Fire-Places, besides Steam Radiators in all the Public Rooms, and will be lighted throughout with Electric Lights.

Good The House is supplied with Artesian Water from its own wells; has Bath and Billiard Rooms, Bowling Alleys, for Ladies and Gentlemen; Play-Rooms and Grounds, for Children.

A FIRST-CLASS ORCHESTRA will be in attendance for Evening Hops and Concerts. - *Presented in San Fran*

THE MURRAY HALL has been placed under the management of Mr. C. H. FRENCH, well known to the public from his connection with the leading Summer Resorts of the North and West during the last fifteen years, who believes that the ornaments of a house are the friends who do it honor, and who hopes, by careful attention to the wants of a generous public, to place this Hotel at the head of the Resorts of the South.

Extract from a Letter to a Friend—from Gen. F. E. Spinner, ex-Treasurer of the United States.

"You say that you hear that I have been here at Pablo Beach, under canvas, for more than a year; and you ask, 'What could induce you to do so?' Well, I will tell you: Primarily, because I fancied the place, its surroundings and its capabilities; and I have remained here because I found that my health was better while I was here than while anywhere else.

While at my home on the Mohawk, in New York, I was always afflicted with rheumatism; at Washington, less so; and in Florida, not at all. But here, in addition to the other good qualities of Florida, we have ocean air, that mollifies the Winter's cold and tempers down the Summer's heat. The monotonous murmur of the dashing waves quiets the mind by day and induces peaceful sleep by night. Ocean breezes are almost ever present, to fan the languid and the weary, and the varying breakers are unending and satisfying pleasures to the eye. The gathering of marine shells is another source of enjoyment.

The beach, whether for rambling, riding, driving, or bicycling, is all that any who indulge in any of these health-giving exercises can desire; and the surf, for bathing, has no superior anywhere.

The railroad company has had constructed two pavilions and two ornamental pagodas, and wide-roofed platforms extending from the railroad station to the pavilions, over four hundred feet in length. It has also caused an artesian well to be sunk, that furnishes a supply of water containing sulphur; otherwise, it is clear and pure. The proprietors of Murray Hall have also bored nearly five hundred feet, and have struck a stream that discharges, through a six-inch pipe, over a thousand gallons of clear sulphur water per minute. The water from this well rises forty-five feet, through a two-inch pipe, to the upper stories of that splendid hotel, and will be useful in the performance of various other offices.

When I came here, fifteen months ago, a single building was in course of construction. Now, there are hotels, stores and livery stables, and cottages extend for miles along the beach. We have a daily mail, and trains are running constantly between this place and Jacksonville, seventeen miles away. We have a justice and police, and are putting on city airs.

Murray Hall, with its 190 rooms, in its construction, its architectural perfection, and in all its appointments, is "a thing of beauty;" and to those who may have the good fortune to enjoy its luxurious beds and table, it will be "a joy forever."

Game is plentiful; we have lived on it, and fish, most of the time. Venison, squirrels, wild turkeys, wild ducks, and quails, make a constant round. What Nature has failed to provide for man's comfort here will surely be supplemented by Mr. French, mine host of Murray Hall. Now, if you don't believe all this, you just come here and be satisfied.

Very truly yours,

F. E. Spinner

You Spinner arrived yesterday, the spot was pointed out to me formerly. I did not call upon him, supposing he would hardly remember me. I am sure of him when he was in the office during Department, met him out at General's c/o 1861. He is now 80 years

JACKSONVILLE, FLA., November 23d, 1886.

MY DEAR MR. FRENCH:—Knowing that you are about to issue your circulars for the season, I wish to impress upon your mind the great importance of directing particular attention to sea-bathing in winter, which, on the Florida coast, is not only possible, but peculiarly agreeable. Mr. E. E. Simpson, of Philadelphia, and myself, you remember, on the 22d of November took a bath together; and though he hesitated at the suggestion, when once in, it was with difficulty that I could persuade him to come out.

This is an important feature in your location. There are few days in a Florida Winter when a sea-bath is not pleasurable.

Allow me to congratulate you on that wonderful water-flow from your new well. It is worth coming thousands of miles to see.

Yours very truly,

T. O. SUMMERS.

*a party of gentlemen went in to day 17-17/89 said the water was not cold - but that the bathing tank showed by the thermometer sink below the **Pablo Beach** house that it was not warm*

Is reached from Jacksonville by the Jacksonville & Atlantic Railway, after a delightful ride of forty minutes.

The drive along the Beach is superb. A DRIVE-WAY of about 2,000 feet in width extends along the entire length of the Beach, the surface of which is as hard as pavement.

The atmosphere is of unexceptional purity, and is particularly favorable for the restoration to health of persons afflicted with Pulmonary Complaints, Malarial Disorders, and Hay Fever. The health of patrons has been amply provided for by the most perfect system of drainage and modern sanitary precautions.

Address all communications to

C. H. FRENCH, Manager,
Pablo Beach, Florida.

